20th October 1947]

THE HON. SRI H. SITARAMA REDDI :—" I am grateful to the hon. Member for his suggestion and I will consider it, Sir."

Imposition of advertisement tax by the Madras City Corporation.

* 90 Q.—ABDUL LATIF FAROOKHI SAHIB BAHADUR : Will the Hon. the Minister for Local Administration be pleased to state—

(a) whether it is a fact that the Madras City Corporation has been permitted to impose advertisement tax, to regulate wall posters and other advertisements appearing on public walls;

(b) whether it is a fact that the Corporation had built also boards in the City for the above purpose;

(c) what steps have been taken by the Government to see that the regulation of wall posters is carried out by the Corporation;

(d) whether it is a fact that according to rule 12 of the Paper Control (Economy) Order, 1944, not more than ten posters should be exhibited or caused to be exhibited for any one programme in a theatre;

(e) if so, whether the Government have investigated if the Corporation are adhering to the aforesaid rule in the matter of stamping the wall posters and collecting the taxes; and

(f) what steps are taken or proposed to be taken by the Government to put down indiscriminate posting of wall posters on the City walls?

THE HON. SRI K. CHANDRAMOULI :—" (a) Yes.

" (b) Yes.

" (c) Please see answer to clause (f).

" (d) Yes. The restrictions laid down in clause 12 (e) of the Paper Control (Economy) Order, 1944, now replaced by clause 11 (f) of the Paper Control (Economy) Order, 1945, however, apply only in the case of posters, the contents of which give the date, time or place of any particular performance in a cinema house, theatre, etc., other posters which do not give these particulars can be exhibited without limit.

" (e) So far, no cases of contravention of the rule have been brought to the notice of the Government.

" (f) The Corporation has framed by-laws with the sanction of Government under which it is competent to prohibit or regulate the display of advertisements in any place or in any manner. Owing to the war, the Corporation was unable so far to take action in this regard. Proposals are now under the consideration of the Corporation for prohibiting indiscriminate display of advertisements."